

QUEEN of  
CALVES™

# Super-Boosting

whole milk additive

**Enables the calf to extract more energy from it's total diet...**

*producing healthier calves with rapid lean growth and significantly greater milk production.*

## Queen of Calves Nutrition Program

### How does it work?

- From day 2 add **QOC STARTER** to whole milk – contains over 10 billion CFU's of beneficial bacteria, improving calf health when calves are most at risk.  
*25 grams in 2 litres whole milk twice daily.*
- From week 3 to weaning add **QOC FINISHER** to whole milk – proven to slow down the passage of milk through the small intestine by 31%\*. This allows the calf to capture more of the energy and nutrients contained in its whole milk than is possible with just whole milk.  
*200 grams in 4 litres whole milk daily.*

**Feeding Queen of Calves is proven to develop more mammary tissue in the milk feeding phase which creates a BETTER MILKER FOR LIFE.**



Ultrasound imagery of calf abomasum at 4 hours 28 mins – Fed with whole milk.



By adding QOC FINISHER to whole milk the process takes 5 hours 58 minutes – Ultrasound taken at 4 hours 28 mins.



**Delivers outstanding return on investment\*.**

*\* Queen of Calves is the only Calf Rearing Program with published and peer reviewed research.*

Call 1800 666 269 for more information



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## Does improved calf rearing effect your profitability?

In 2008, Professor Chris Triggs from Auckland University studied the milk production of 6,900 New Zealand cows on 49 dairy farms of varying size, breed, production and location that were raised on *Queen of Calves*.

Using Livestock Improvement Corporation (LIC) records he calculated these cows produced **18% more milk in the first year when compared to similar cows.**

In their second year, they produced another 18% more milk.

While Professor Triggs had the compelling statistical data showing significant increased milk production in favour of the *Queen of Calves* program, the **'how and why'** remained unaccounted for.

## Massey University looks at 'how and why'



Research scientists at Massey University were invited to study the differences in the rate and type of growth that heifer calves develop using *Queen of Calves*, and to compare the results with an identical group of calves raised on an identical diet but without *Queen of Calves*.

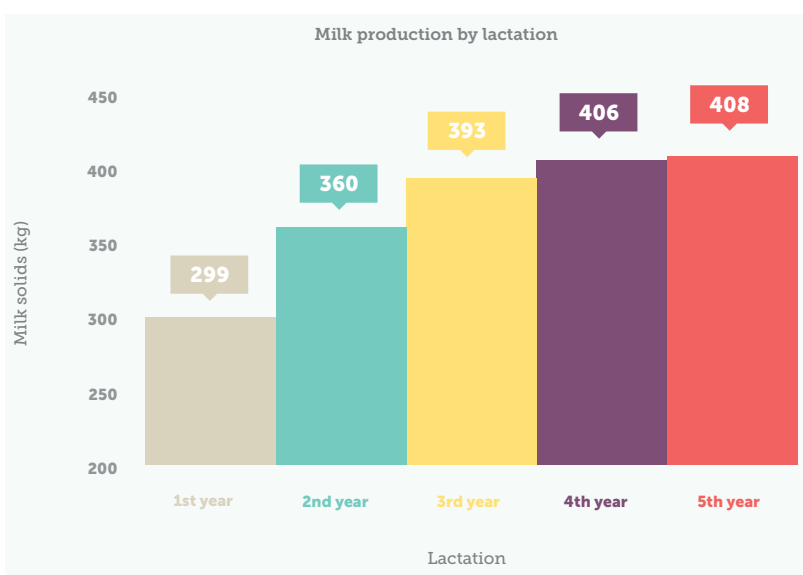
Three groups of 20 calves of same-breed type, same BW and same birth weight were selected; the trial went through to and included the first season's milking.

The treated calves reached the target weaning weight eight days earlier than the 'control' calves not raised on *Queen of Calves*.

The research findings have been peer-reviewed and published in the Journal of Dairy Science.

*In the paper, **Heifer rearing to optimise farm profitability**, DairyNZ Principal Scientist, John Roche, and others say*

*"Lifelong increases in milk production resulted from accelerated growth rates during the first eight weeks of life indicating possible significant return from a short-term investment".*



## Only 62% of New Zealand's cows complete a third years production

### What does this mean for milk production?

Consider a typical cow's first five years of milk production. In her first lactation, a dairy cow produces 16% of the total. In the second year, she produces 19.3% and in her third year, 21%.

However a massive 44% of the total milk is produced during the 4th and 5th lactations. But with 40% of New Zealand's cows being culled from the herd by the end of third lactation, those cows only produce about 55% of what they are genetically capable of.

**There is a huge upside to ensuring cows remain in the herd for more than 3 years...**